



REQUEST FOR PROPOSAL

Dunwoody Green Commercial Site Development

(RFP 16-XXX)

Proposals Due:

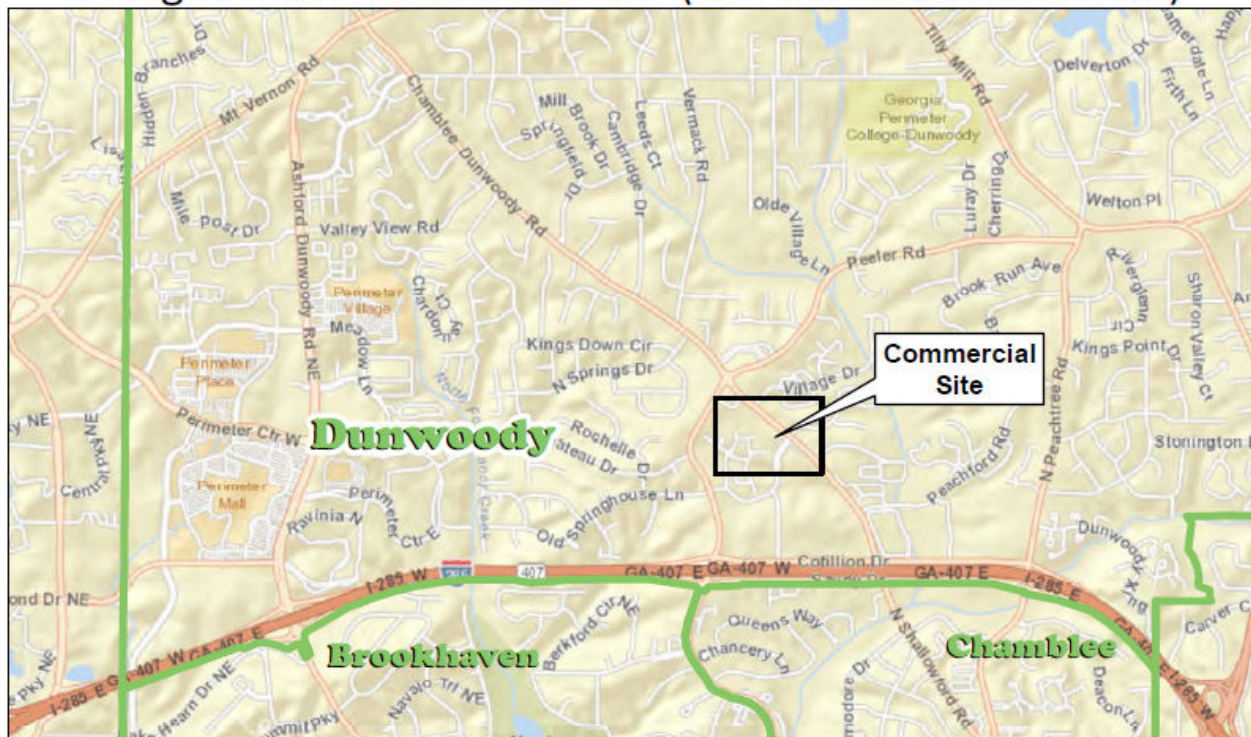
May 18, 2016

I. PROJECT BACKGROUND

Introduction

The Dunwoody Urban Redevelopment Agency (URA) hereby solicits invitations from qualified developers to submit proposals to partner with the URA and the City of Dunwoody for the development of approximately 2.5 acres of property at the intersection of North Shallowford Road and Dunwoody Park. The property is located within the City's designated Urban Redevelopment District.

Georgetown Commercial Site (4600 N Shallowford Rd)



The Dunwoody Green commercial site is a critical piece of Dunwoody's Project Renaissance and is not simply a land sale by the URA. The URA will maintain a significant level of involvement with the project throughout the development process. Goals associated with the commercial site include:

- The site is an extension of a public purpose of Project Renaissance, the creation of parks, new residential units, and multi-use trail system;
- The commercial development will be a catalyst for additional development activity in the Georgetown area and North Shallowford Road Corridor; and
- The project seeks to leverage community investments to create community value and sense of place.

URA Description

Created in 2012, the Dunwoody Urban Redevelopment Agency was established pursuant to Georgia's Redevelopment Powers Act OCGA 36-61-1 and establishes broad powers to redevelop threatened areas of the City. The URA was created by adopting an Urban Redevelopment Plan, which created the general blueprint for targeting public investments in the redevelopment area.

Georgetown Master Plan and Vision

Immediately following incorporation, the City of Dunwoody began planning for the future. The community first worked to establish an overall vision for the City and specific character areas, like Georgetown, through a Comprehensive Land Use Plan. Next, the community embarked on a specific planning process focusing on the Georgetown commercial area. Land uses identified for these parcels include new city parks, low-density residential, neighborhood serving commercial, and civic facilities.

Issuing an Invitation for Proposals (IFP) in March 2012, the city set out to enter into a strategic public-private partnership for redevelopment of the 35 acres the City had recently purchased. After reviewing submitted proposals, the Project Renaissance Selection Committee recommended a partnership with John Wieland Homes and Neighborhoods to begin a 35 acre catalytic redevelopment in the Georgetown area. The proposal from John Wieland dovetails with the proposed land use scenarios and ideas presented in the Georgetown Master Plan with traditional neighborhood urban design elements.

Project Renaissance was conceived from those plans nurtured by the community and embodies sustainable development practices through its retention and integration of existing infrastructure as a greyfield redevelopment site, careful attention to livability principles, pedestrian and bicycle amenities, and thoughtful green space design incorporating green storm water elements. Most notably, the project utilizes the existing infrastructure (road, sewer, retaining wall structures, and stormwater facilities) and addresses some of the City's park needs. The first phase of the Dunwoody Trailway, a multi-use trail completed in 2014, spans the entire 16-acre site, and connects to the new 5 acre park across North Shallowford Road and eventually to Brook Run Park. Additionally, the City has completed development on an approximately 1.4 acre central park and an approximately 1.9 acre park with signature playground on the Chamblee Dunwoody side of the property.

The URA envisions a compact project that will contain a mixture of uses that will be complementary to a residential neighborhood. The project is not expected to be a conventional convenience retail center; it is intended to be an integrated project that includes downtown-style elements, such as buildings in close proximity to the street, storefront retail design, outdoor dining, wide sidewalks, and integration with Georgetown Park and Dunwoody Green.

Market Analysis

The Dunwoody Green Commercial Site is located within the 368-acre Georgetown Gateway district that sits at the southern edge of the City along Interstate I-285 and the intersection of Chamblee Dunwoody Road. The commercial area contains a wide variety of office, retail, multi-family residential, medical, and institutional uses, surrounded by single-family neighborhoods. The area primarily developed in the 1960s as a low-density residential area with supporting neighborhood commercial uses. Office parks and medical uses became prevalent during the 1970s, and the area flourished due to its proximity to the Perimeter Center Office Market and quick access to I-285.

The Georgetown commercial district has not kept pace with development in the rest of Dunwoody since the medical industry began migrating to the “pill hill” area around Northside Hospital in the 1980’s – culminating in 2006 with the closing of Emory Dunwoody Medical Center and the eventual demolition of the facility in 2011.

The area is currently an assemblage of diverse and unrelated land uses. In fact, the Georgetown of today is more a repository of random elements than a cohesive and vibrant place. The existing economic geography of Georgetown is out of sync with market demand. The good news is that Georgetown is in the midst of a revival, rebalancing the land uses with new residential developments taking shape throughout the district. The area is home to a significantly higher number of multi-family units at 2,302 than Dunwoody in general. This added density provides a ready-made market for restaurants and local serving retail.

Georgetown Commercial Characteristics - 2015

- Office
 - 903,000 square feet
 - Vacant: 13.8%
- Retail
 - 229,000 square feet
 - Vacant: 7.2%
- Multi-family Residential
 - 2,302 units
 - 2.7 million square feet on 91 acres

	1 Mile	2 Mile	3 Mile
2010 Population	11,744	44,138	96,516
Households	5,843	20,368	41,244
Average HH Income	\$106,792	106,826	\$106,997

Location Assessment

The Georgetown area is strategically located adjacent to the Perimeter Center Office Market and the residential neighborhoods of Dunwoody. The site is situated along I-285 @ Chamblee Dunwoody Road and is the southern gateway into Dunwoody.

Traffic Counts

I-285 @ Chamblee Dunwoody Road	234,529
Chamblee Dunwoody Road @ Cotillion Drive	20,500
North Shallowford Road	14,500

Market Opportunity

The market opportunity of the Georgetown area was analyzed by a sub-report within the overall Georgetown Master Plan prepared by Robert Charles Lesser & Co. An analysis of retail expenditures within the 2-mile trade area was done as part of the Georgetown Master Plan and revealed that the area is underserved in certain retail categories to the tune of **\$47 million**. In total, expenditure data reveals that as much as \$47 million in annual expenditures are “leaking out” to other retail areas, most likely Perimeter Mall and surrounding shopping centers. This means that demand exists to support additional retailers within these categories and to capture the expenditures within the two-mile trade area. Top three categories:

- Grocery and specialty food - \$27.7 million
- Restaurants, bar and taverns - \$7.9 million
- Health and personal care - \$6 million

Office

Strengths

- Easy access to I-285
- Proximity to high income households
- Value location compared to Perimeter Office Market
- New investment is occurring throughout the district

Challenges

- High quantity of Class-C office space that is underutilized (although some class-c product is being redeveloped as townhomes)
- Lacks amenities
- Proximity to Perimeter Center office market

Anticipated Demand:

- Most likely local-serving and niche professional offices
- New medical office

Retail

Strengths:

- Residential density of the area creates a “built-in” market for neighborhood serving retail, especially grocery, restaurant, and convenience goods.
- High traffic counts and proximity to I-285
- New residential developments are planned and under construction

Challenges:

- Proximity to the established retail districts of Perimeter Center & Dunwoody Village

Anticipated Demand:

- Primary demand emanates from a 2-mile radius
- Secondary demand emanates from 3 mile radius and drive-through traffic
- “There is definite potential for a new, well-executed retail offering as part of a redevelopment plan in a high quality mixed-use setting.”

The Property

The subject property is centrally located in Dunwoody at the intersection of North Shallowford Road and Dunwoody Park. The site is approximately 2.5 acres. Stormwater detention capacity is being handled by an existing pond to the south of the site. The commercial development will be integrated into a residential development and public park already constructed.

Current Development Activity Adjacent to Site

John Wieland Homes and Neighborhoods is building a residential neighborhood called Dunwoody Green on the same 16 acre parent parcel. John Wieland Homes is utilizing innovative housing product and architectural design that incorporates two public parks, linear greenways, and pedestrian connections to weave this once isolated property together with the surrounding neighborhoods.

This new community will offer 68 new residential homes at a variety of price points in a unique setting not available in Dunwoody. Homeowners are anticipated to be a mix of professionals, young couples, families, and empty nesters. Innovative housing product includes four home types of detached and paired homes with 2,500 square feet to 4,000 square feet with prices starting in mid \$400,000's up to \$650,000.

The developer will also purchase a 7 acre portion of the former hospital property from the City. The City has constructed a 5 acre park and retains 5 acres of commercial development to the south of the property currently being utilized by Emory.

Additional Adjacent Developments

- Multi-family development called the Delido and two small commercial buildings are located directly North of the site.
- Heritage at Dunwoody – 50-lot detached single-family subdivision being built by Ashton Woods is located approximately 1.5 miles north of Dunwoody Green off of Vermack Road.
- 54-unit townhome development, which is located approximately .5 miles to the west of Dunwoody Green, off Old Spring House Lane is being developed by Minerva.
- Providence Group recently rezoned a 3.5 acre tract just north of the Kroger development for 41 townhomes. Similar to the Minerva project, the development proposes high-end units with attentiveness to walkability, interconnected land uses, and an aging population.
- Emory Clinic opened a 22,000 square foot out-patient surgery center in May of 2014

Summary of Existing Entitlements

Conditions of Approval:

- Consistent with zoning requirements, the submitted Overall Development Plan (ODP) is a binding document for the development of the sites;
- A 10 foot landscape buffer shall be: (1) required along the northern right of way line of Pernoshal Court within lots 36 through 26 and lot 25 which shall provide reasonable screening between the structures on the lots and the road and between the structures on the lots and the Wellington Place Condominium Community, with the plan for same being subject to the approval of the City Arborist; and (2) professionally installed and achieved through a combination of fencing, new plantings and existing trees. Such landscape buffer shall be substantially completed prior to the issuance of a Certificate of Occupancy for each referenced lot.
- Eliminate from the rezoning the approximately 1.3 Acre Tract as set forth in Exhibit A.

16-acre site:

- Perimeter Building Setbacks: 10 feet, except unit 26 which is 5 feet
- Total Gross Land Area:
 - Residential: 7.43 AC, 46%
 - Amenity: .23 AC, 2%
 - Commercial: 2.82 AC, 18%
 - Roadway: 2.11AC, 13%
 - Common Space/ Detention: 3.41 AC, 21%
- Total Residential Units Proposed: 70 (9 units per/AC)
 - Master on Main Paired Homes (Min. 2900 SF) - 18
 - Bailey Paired Homes (Min. 2100 SF) - 28
 - D-Series Single Family (Min. 2800 SF) - 4
 - R-Series Single Family (Min 2200 SF)- 20
- Maximum Building Height: 45'
- Minimum Parking Spaces: 2 per unit
- Proposed Restaurant & High End Merchandise Retail Site SF: up to 35,000 (All Other Uses Shall Require a Rezoning)
- Notes:

- Porches shall extend 4 feet beyond garage façade on all front loaded units, except master on the main paired homes.
- Street trees to be 2-inch European Hornbeam or similar. Spacing and quantity to be determined at time of construction.
- All lot setbacks are zero with min. 10-foot between all detached building structures. The front setback is the back of the sidewalk.
- All sections and typical lots are conceptual and subject to minor adjustments.

Permitted Uses

Without limiting the foregoing, the commercial portion of the property shall NOT be used for any of the following uses:

- 1) Any use which is in violation of State law or local ordinances;
- 2) Any use involving exterior flashing lights, strobe lights, search lights, or video screens (provided interior video screens not visible for the exterior shall not be restricted);
- 3) Any fast-food restaurant or drive through restaurant as defined below.
 - a. *Restaurant, drive-in* (also known as *Restaurant, drive-thru*) shall mean any establishment in which the principal business is the sale of foods and beverages to the customer in a ready-to-consume state and in which the design or principal method of operation of all or any portion of the business is to allow food or beverages to be served directly to the customer in a motor vehicle without the need for the customer to exit the motor vehicle.
 - b. *Restaurant, drive-thru*: See *Restaurant, drive-in*.
 - c. *Restaurant, fast food* shall mean any establishment in which the principal business is the sale of food and beverages to the customer in a ready-to-consume state, and in which the design or principal method of operation includes all of the following characteristics:
 - i. food and beverages are usually served in edible containers or in paper, plastic or other disposable containers; and
 - ii. there is no drive-in facility as a part of the establishment.
- 4) Any so-called “head shop” or similar business including without limitation any store selling tobacco or smoking related products or paraphernalia; (g) A movie theatre, bowling alley, auditorium or school;
- 5) Any business whose primary revenue source is the liquidation of goods;
 - a. Any pet store or any store that involves in a material way the presence on the premises of any live animals, insects or fish (the presence of seeing eye dogs for visually impaired employees, licensees or customers shall not be deemed to violate this restriction), including, without limitation, veterinary clinics;
- 6) Any facility that primarily rents products or goods, except the rental of goods for less than 2 days at any time;
- 7) Any health care facility for the onsite treatment of patients;
- 8) Any automotive related uses;
- 9) Sporting events or other sports facilities, or any health club, exercise club or studio;
- 10) Residential living quarters, apartments or lodging rooms;
- 11) Any personal service establishments
 - a. A facility engaged in the provision of services to persons and their apparel, including but not limited to barber and beauty shops, tattoo parlors, massage parlors, body piercing

shops, coin-operated and full service laundries and dry cleaners, photographic studios, shoe repair and shoeshine shops, and travel agencies, unless already defined.;

- 12) Any adult entertainment establishments;
- 13) Any business offering packaged liquor;
- 14) Any bar, nightclub or other drinking establishment that does not conform with the City of Dunwoody zoning code definition of a restaurant; or
- 15) A hardware store or store for the sale of used sporting goods.

II. Proposal Submission

Proposals shall be submitted in the following order and format. Multiple proposals/alternatives by a single developer may be provided; however, each alternative shall be submitted as a separate proposal.

Economy of Presentation: Proposals shall be prepared simply and economically, providing straightforward, concise delineation of the proposer's capabilities to satisfy the requirements of this RFP. Fancy bindings, colored displays, and promotional material are not required. Emphasis on each statement must be on completeness and clarity of content. To expedite the evaluation of proposals, it is essential that proposers follow the format and instructions contained herein.

Sheet Count: The proposal shall have a maximum sheet count of 30 sheets, including all required material detailed herein, tabs, covers, etc. Proposals that exceed the maximum page count may not be reviewed.

Submittal Format: Ten (10) original hard copies of the proposal in an 8.5"X11" bound document and one (1) electronic copy must be provided. Larger illustrative drawings may be submitted separately; however, these drawings must also be reduced and included within the bound document. Each copy counts against the sheet count.

Deadline: All proposals must be received by the Urban Redevelopment Agency, 41 Perimeter Center East, Suite 250, Dunwoody, Georgia, 30346 by 2:00 p.m. on May 18, 2016.

Pre-Submittal Meeting: A pre-submittal meeting will be held on March 29, 2016 at 11:00 am in the Council Chambers of City Hall, 41 Perimeter Center East, Suite 250, Dunwoody, Georgia, 30346. It is strongly encouraged that potential proposers attend this meeting.

Short Listing and Interviews: The City and URA will review all qualifying proposals submitted. After reviewing the proposals, the City may, at its discretion, short-list firms deemed to best meet the City's requirements, taking into consideration all the criteria listed in the RFP.

The City may, at its sole discretion, ask for interviews and/or formal presentations from all of the responsive and responsible proposers, or only from those firms short-listed, if short-listing is determined to be in the best interest of the City.

III. Proposal Content

Project Description: Provide a written description of the proposed project that includes proposed uses broken down by square footages, building heights, architectural theme or character (including exterior building materials), method of construction, anticipated build-out value, and other items that may be of interest.

Development Plan: Provide a conceptual development plan that includes, at a minimum, proposed building(s), parking layout, and site access.

Illustrative Building Plan: Provide a conceptual illustrative rendering of the exterior of building(s). Said rendering should depict the look and character of the proposed buildings. Provide conceptual building plans that show proposed tenant bays, floor plans, etc. to provide a clear understanding of the proposed project.

Proposed Price: \$990,000

Credentials:

- Identity of developer, including the development team's organizational structure and names and address of principals.
- List the development team's professional qualifications and experience in development, financing and leasing of comparable projects.
- Show evidence of the team's financial capacity to undertake the proposed project including bank references.
- Provide information of comparable experience with retail, commercial, and infill projects. Provide project information (such as size, location, development type, etc.) pictures, sketches, and other relevant details for said projects.

Other: Provide any other relevant information that demonstrates the developer's awareness, understanding and commitment to the URA's vision, overall financial security of the development team, previous relevant experience and/or any other factor that the City may find useful in awarding the project.

IV. Evaluation Criteria

The Dunwoody URA may select a firm to award as the URA deems in its best interest and may negotiate the execution of a binding contract with one or more firms simultaneously. The URA may reject any and all proposals, waive technicalities and informalities, and award the project as the URA deems in its best interest. The URA will take into account various factors as outlined below. No submittal of a proposal or selection of a bidder proposal will be binding on the URA until and unless a binding contract is entered into with the URA.

Use

Proposals must meet the development objectives as explained herein and must contribute to augmenting the quality of life in Dunwoody by the following means:

- Contributes to the economic viability of the City of Dunwoody and the Georgetown district;
- Increases employment and/commercial business opportunities;
- Contributes to a more walkable, bicycle and pedestrian friendly neighborhood;
- Provides quality design elements that creates a sense of place for the greater Georgetown area;
- Improves the quality of life for the Georgetown area and greater community; and
- Demonstrates a commitment to sustainable design and neighborhood development.

Design

The successful proposer will have demonstrated a willingness and understanding of the heightened design goals of the Georgetown Master Plan. The design of the buildings and their overall layout must be sensitive to the standards and goals outlined in the Georgetown Master Plan.

Financing Strategy

The successful Proposer must provide financing for the entire project. Any additional assembly of property desired will be done at the Proposer’s time and expense.

V. Award of Contract

Upon the selection of one or more bidders, the URA will enter into negotiations on timing, price and final design for the site.

VI. Due Diligence Package

For those interested in more detailed information about the property, a due diligence background package can be downloaded at XXXXXXXXX

VII. Questions

All questions concerning said project shall be addressed to the City’s Economic Development Director, Michael Starling @ michael.starling@dunwoodyga.gov

Due Diligence Package

Exhibit A - Property Location Map

Exhibit B - Urban Redevelopment Plan

Exhibit C - Georgetown Master Plan

Exhibit D - Conceptual Design Ideas

Exhibit E - Overall Development Plan and other conditions of zoning

Exhibit F - Memo from Robert Charles Lesser and Company

Exhibit G - Overall Trail Map

Exhibit H - Appraisal

Exhibit I – Park @ Pernoshal Park Hand Out

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